IBM Global Services AMS migration factory

SGU Briefing: Migration Factory 2005

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ON DEMAND BUSINESS™

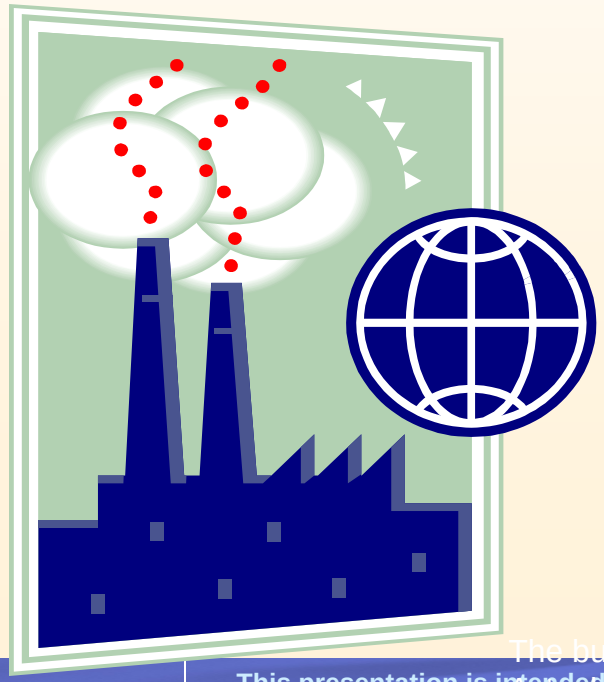
Talking Points

- The Migration Factory >> 2004 activity
- The competitive landscape >> competitive win back opportunities
- Client concerns
- Migration >> the process, the risks and our experience
- The Migration Factory >> 2005 >> what's changed
- Summary >> What should you do next?

Head to head competitive migration opportunities

AMS Migration Factory HP/Sun pSeries Status

- **During 2004 the Migration Factory has engaged in *269 HP and 211 Sun* competitive opportunities.**
- **Over *238 migration assessments* requested to move from HP and Sun to pSeries.**
- **pSeries Geographic leaders have reviewed *230 pre-funded migration* opportunities for migration from HP and Sun to IBM pSeries.**
- **We have potential issues for 2005 with financial treatments in Geos that need resolution**
- **We are looking to expand in 2005 with programs for GSIs participation and partners**
- **We need more than just pSeries participation and a migration office**
- **Migration Factory now also being linked to OIO**



pSeries Migration Factory HP/Sun Attack

Opportunity Disposition	No. of HP Opptys	No. of Sun Opptys	2004 Revenue
Active	149	142	$210 M
Won	70	47	$104 M
Lost	50	22	$38 M
Total	269	211	$352 M

The bulk of opportunities are resolved, won/lost after assessment. The Actual number of full migrations IBM committed to is typically 1/3 – 1/5 of the total of funds associated with deals in 04.- Funding assessments costs 7M of expense funds

Competitive landscape

- IBM's primary UNIX competitors, Sun and HP, are causing concern among their user base about their future technical roadmap and viability.
- Customer considerations
  - IBM's new Power technology offers superior price performance
  - Move to new competitive or IBM technology is dependent upon migration
  - IBM's migration capability is a key enabler
- IBM's technology provides the best price performance for customers positioning themselves for the future.
- IBM built a Migration Factory based on the acquisition of capabilities from Sector7 in September 2003. Sector7 had performed more than 1,000 application migrations, many to pSeries.

Question

When would you **not** have to do a migration in a competitive sales environment?

Answer

If the client elects to do nothing – and stay on the current platform.

We lose the sale.

Answer

If you sell a new system to a client for a new application

Possible. Not likely.

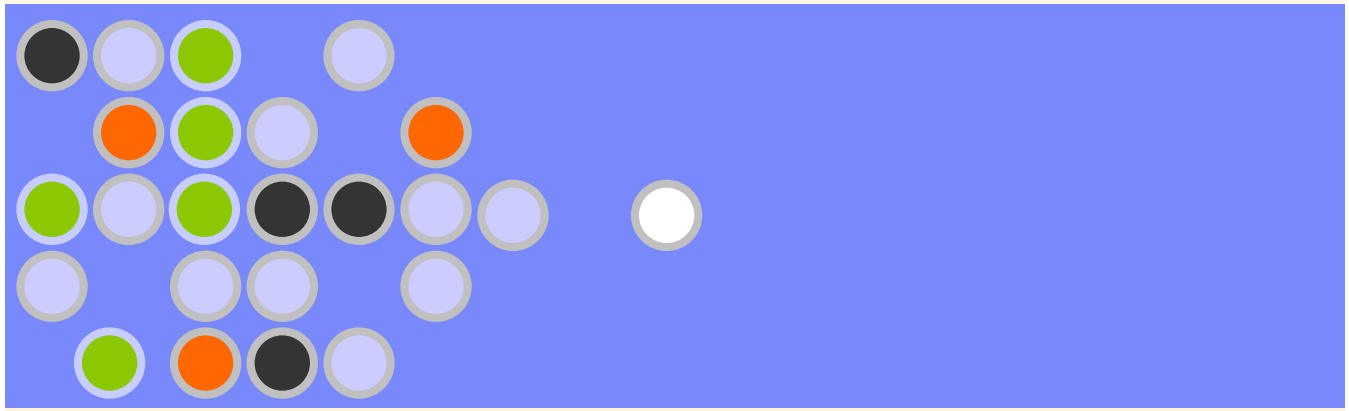
Answer

If the client scraps all current applications and databases, throws everything out and starts over from scratch.

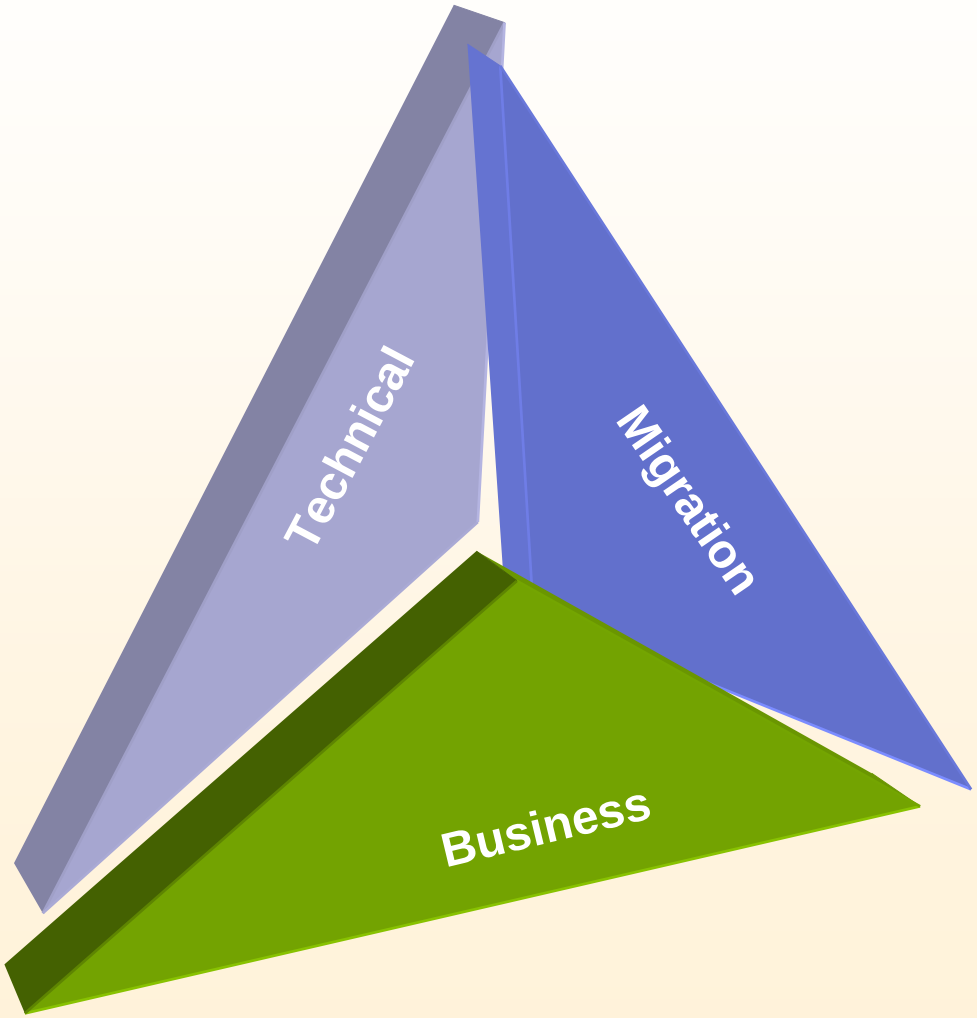
Highly unlikely.

Migration is key

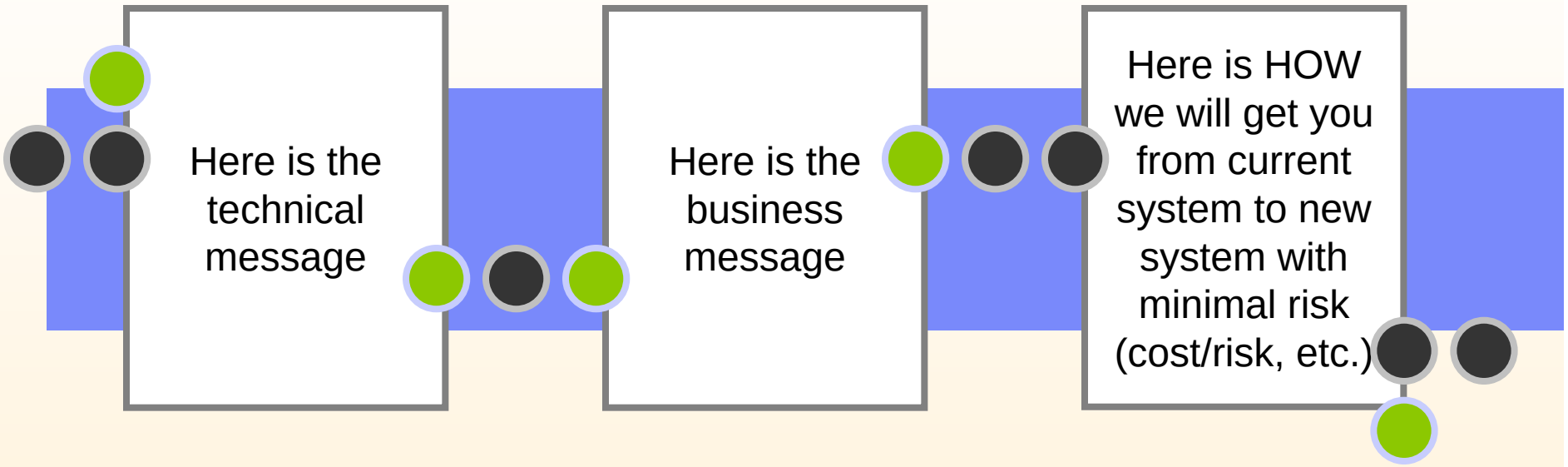
- In any other situation, something will NEED to be migrated.
- Migration capability is a key to winning.
- It's 1/3 of your value proposition.



Your Messages



Your messages



Same messages apply when z and iSeries are under attack.

Migration….Client concerns

Question?

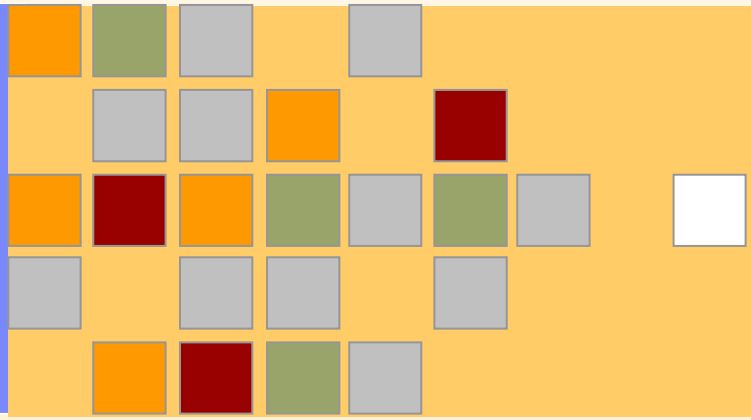
– *"What do you think about when confronted with a migration?"*

Answer

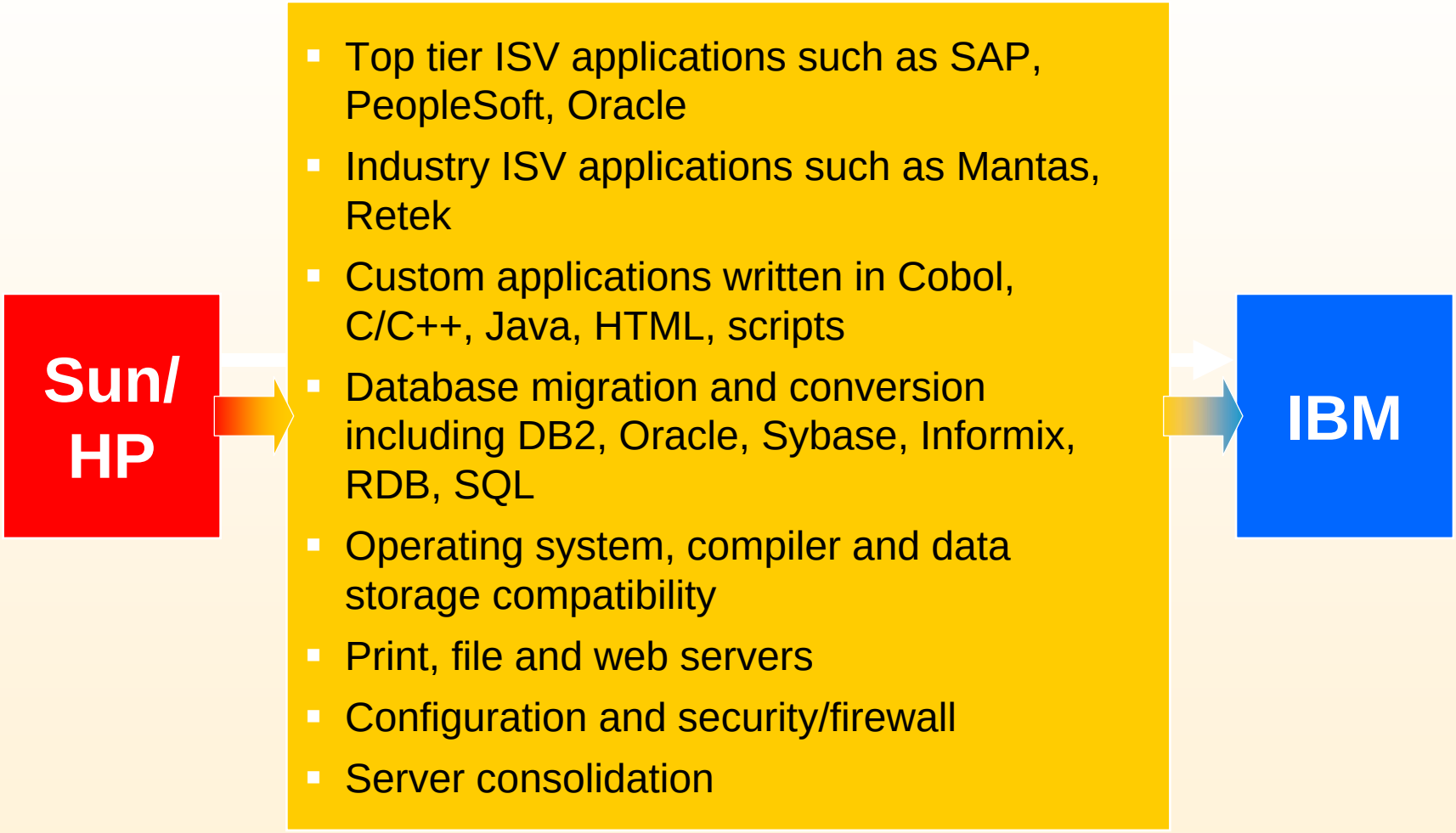
– *"I don't think…I worry."*

Migration concerns and risk

- Technical…can it be done?
- Cost…can it be done within the budget?
- Schedule…can it be done on time?
- Operational…will it work?



Major customer migration considerations



The "Degree of Difficulty" Matrix…

	xSeries Linux	pSeries Linux	pSeries AIX	iSeries Linux	iSeries PASE	iSeries OS/400	zSeries z/OS	zSeries Linux
Bull GCOS	5-8	5-8	5-8	5-8	7-9	7-10	7-10	5-8
DG DG-UX	3-5	3-5	3-5	3-5	3-5	7-10	7-10	3-5
FreeBSD	2-3	3-5	3-5	3-5	3-5	7-10	7-10	3-5
HP HP-UX	3-5	3-5	3-5	3-5	3-5	7-10	7-10	3-5
HP MPE	3-4	3-4	3-4	3-4	3-4	4-6	7-10	3-4
HP MPE /iX	3-4	3-4	3-4	3-4	3-4	4-6	7-10	3-4
HP NSK	8-10	8-10	8-10	8-10	8-10	8-10	5-8	8-10
HP OpenVMS (Alpha)	7-10	7-10	7-10	7-10	7-10	7-10	7-10	7-10
HP OpenVMS (VAX)	7-10	7-10	7-10	7-10	7-10	7-10	7-10	7-10
HP Tru64 UNIX (Alpha)	3-5	3-5	3-5	3-5	3-5	7-10	7-10	3-5
HP VMS (VAX)	7-10	7-10	7-10	7-10	7-10	7-10	7-10	7-10
SCO UnixWare	2-3	3-5	3-5	3-5	3-5	7-10	7-10	3-5
SGI Irix	3-5	3-5	3-5	3-5	3-5	7-10	7-10	3-5
SNI Reliant UNIX/Sinix	3-5	3-5	3-5	3-5	3-5	7-10	7-10	3-6
Sun Solaris/Intel	3-4	3-5	3-5	3-5	3-5	7-10	7-10	3-5
Sun Solaris/SPARC	3-5	3-5	3-5	3-5	3-5	7-10	7-10	3-5
Tandem			8-10				8-10	
Windows 9x/ME	7-10	7-10	7-10	7-10	7-10	7-10	7-10	7-10
Windows NT/2000	7-10	7-10	7-10	7-10	7-10	7-10	7-10	7-10
Windows XP	7-10	7-10	7-10	7-10	7-10	7-10	7-10	7-10
IA-32 Linux	1	3-4	3-4	3-4	3-4	6-8	7-9	3-4
IA-64 Linux	2-4	3-4	3-4	3-4	3-4	6-8	7-9	3-4

- ***Matrix is Subjective – based on history & experience***
- ***Scale is 0 – 10 (Low to High Complexity)***
- ***Assumption: Typical Business Logic Application***
- ***Degree of Difficulty varies according to influences and complexity:***
  - ***Available development & conversion tools***
  - ***Available 3rd Party Products***
  - ***Use of standard programming practices***
  - ***Etc.***

Migration 101

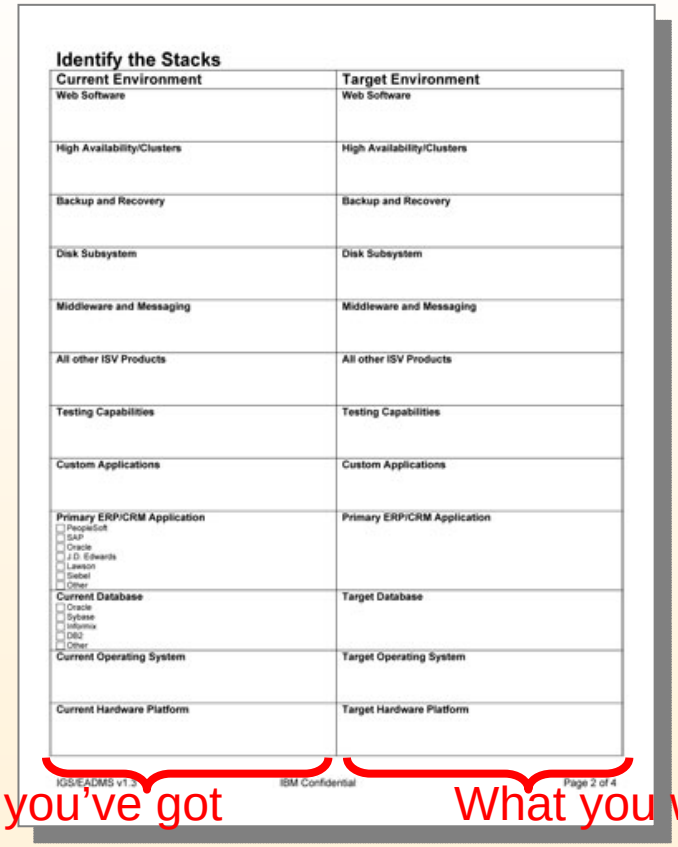
So…now that you know this...what is the first thing you should do when faced with a competitive take-out?

Migration 101

Understand the types of migrations you will face:

- Infrastructure
- Databases
- ISV Packages
- Custom Code

Migration 101



Identify the Stacks

Current Environment	Target Environment
Web Software	Web Software
High Availability/Clusters	High Availability/Clusters
Backup and Recovery	Backup and Recovery
Disk Subsystem	Disk Subsystem
Middleware and Messaging	Middleware and Messaging
All other ISV Products	All other ISV Products
Testing Capabilities	Testing Capabilities
Custom Applications	Custom Applications
Primary ERP/CRM Application PeopleSoft SAP Oracle J.D. Edwards Lawson Siebel Other	Primary ERP/CRM Application
Current Database Oracle Sybase Informix DB2 Other	Target Database
Current Operating System	Target Operating System
Current Hardware Platform	Target Hardware Platform

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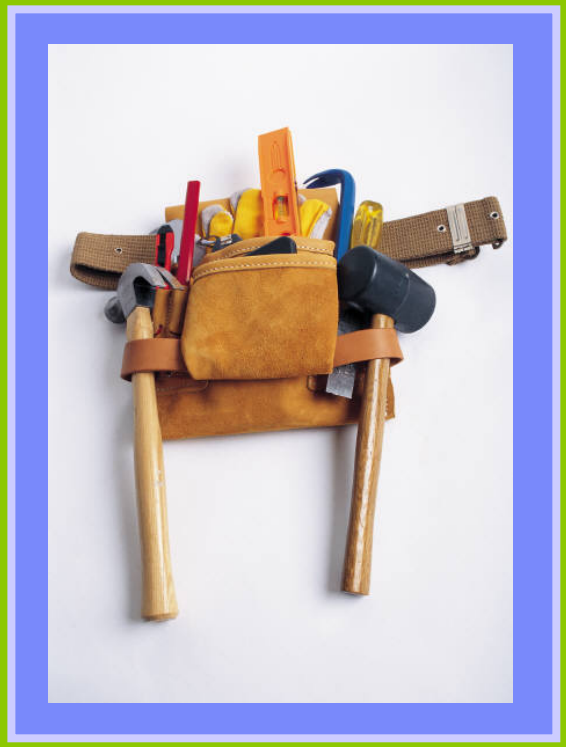
What you've got

What you want

- Get a picture of what you have now and…
- What you want to have when you are finished.

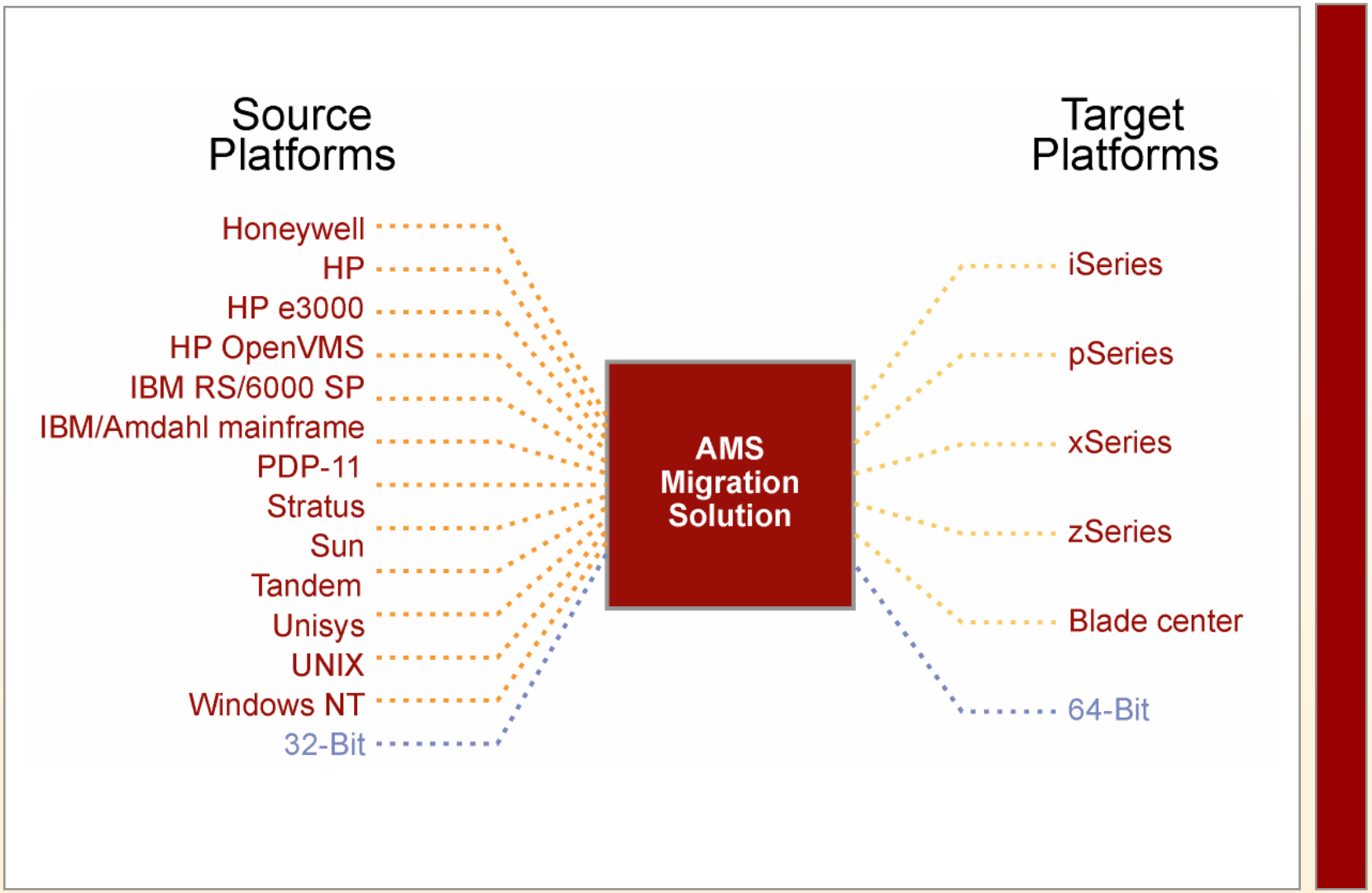
This is much more than just the pSeries box and AIX operating system

Migration 101

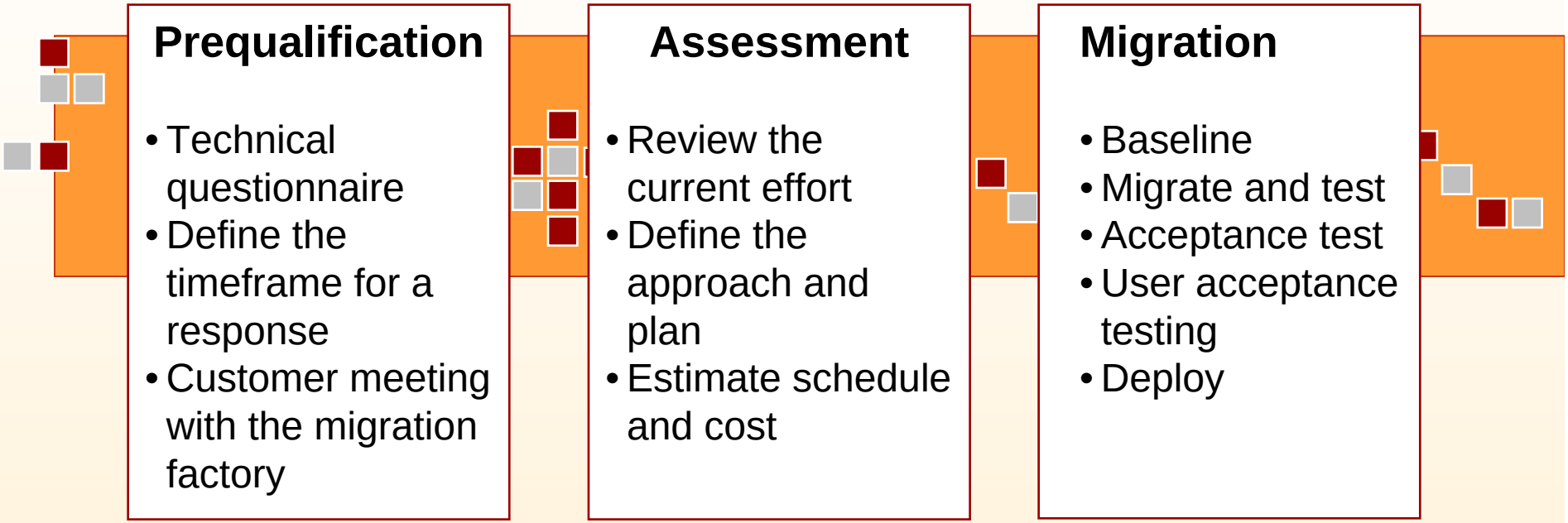


- Other tools to gather the metrics we need to scope the cost/time to do a migration.
- This is NOT optional
- TOQ
- SAP/PS/Oracle apps
- Database

Platform migration scenarios



Migration process



Recent experience by industry

PeopleSoft/JDE	Oracle Apps/Financials	Database Migrations
Communications Financial Distribution Public Sector CSI	SMB Public Sector Industrial Communications	SMB Financial
SAP	**Custom**	**Infrastructure**
SMB Industrial Public Sector	Communications Financial CSI	Financial Communications

Recent experience….. by migration type

PeopleSoft/JDE	Oracle Apps/Financials	Database Migrations
Gruner+Jahr Aliant KeyBank Santa Clara County Dole Giant Eagle PeopleSoft	D&E Communications Emerson Del Monte Moody Bible Institute Dana Corporation Ann Taylor Cinram	Verispan Dollar Thrifty Automotive Group IVAX New York Life
SAP	**Custom**	**Infrastructure**
Owens Corning Carlisle SynTec Philips Medical City of Phoenix	Dow Jones JPMorgan Chase La Quinta Deutsche Bank BellSouth WFS Financial	Barclays Bank New York Life BellSouth

IBM's Migration Factory goal

To help minimize the cost of the transition/migration services so they do not become the main objection to moving to an IBM solution.

The migration factory's core competencies

- Provide and leverage many person-years of application migration experience
- Mitigate and reduce the risk in moving applications from one platform to another
- Reduce the cost of moving applications from one platform to another
- Support success through process, expertise and project management

The Migration Factory 2005

What has changed….what has remained the same

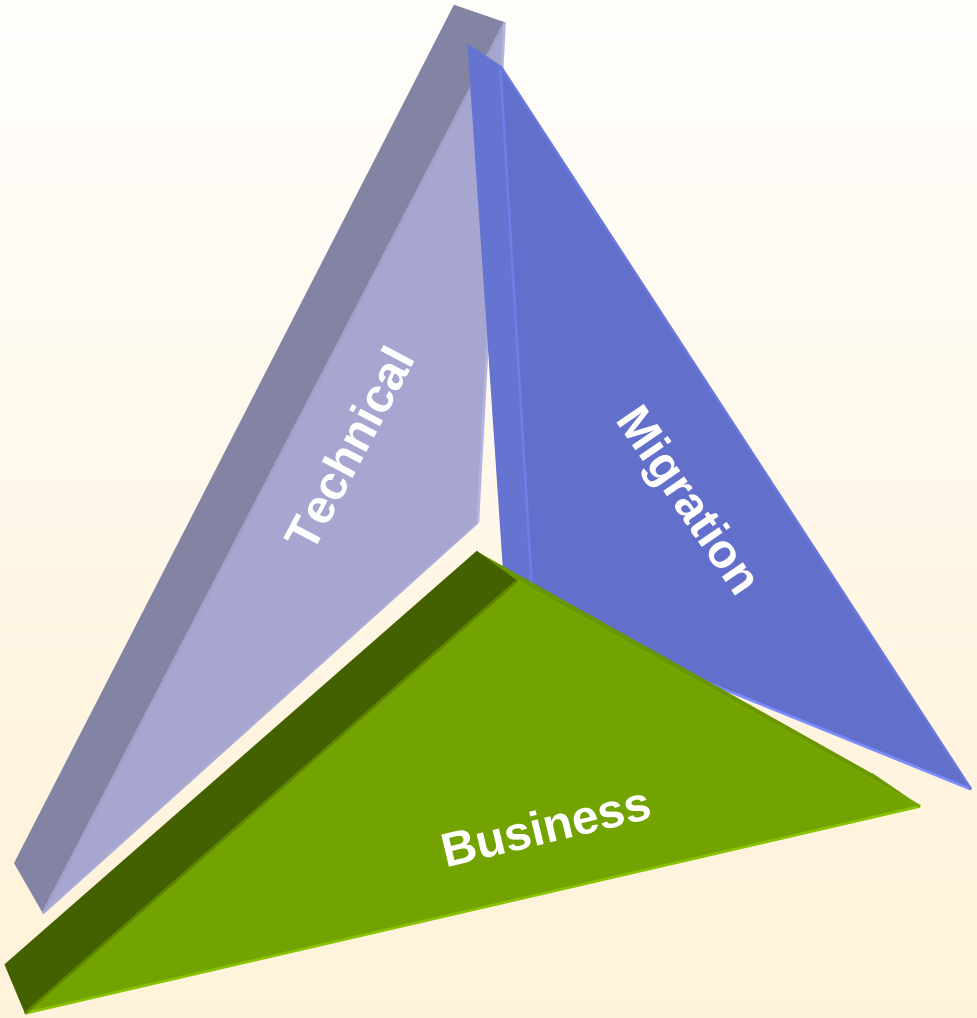
- Pre-Funded Assessments
- Pre-Funded Migrations
- Proof of Concepts
- Scope of migration offerings
- Resources available to help you win

Summary…..What should you do Next?

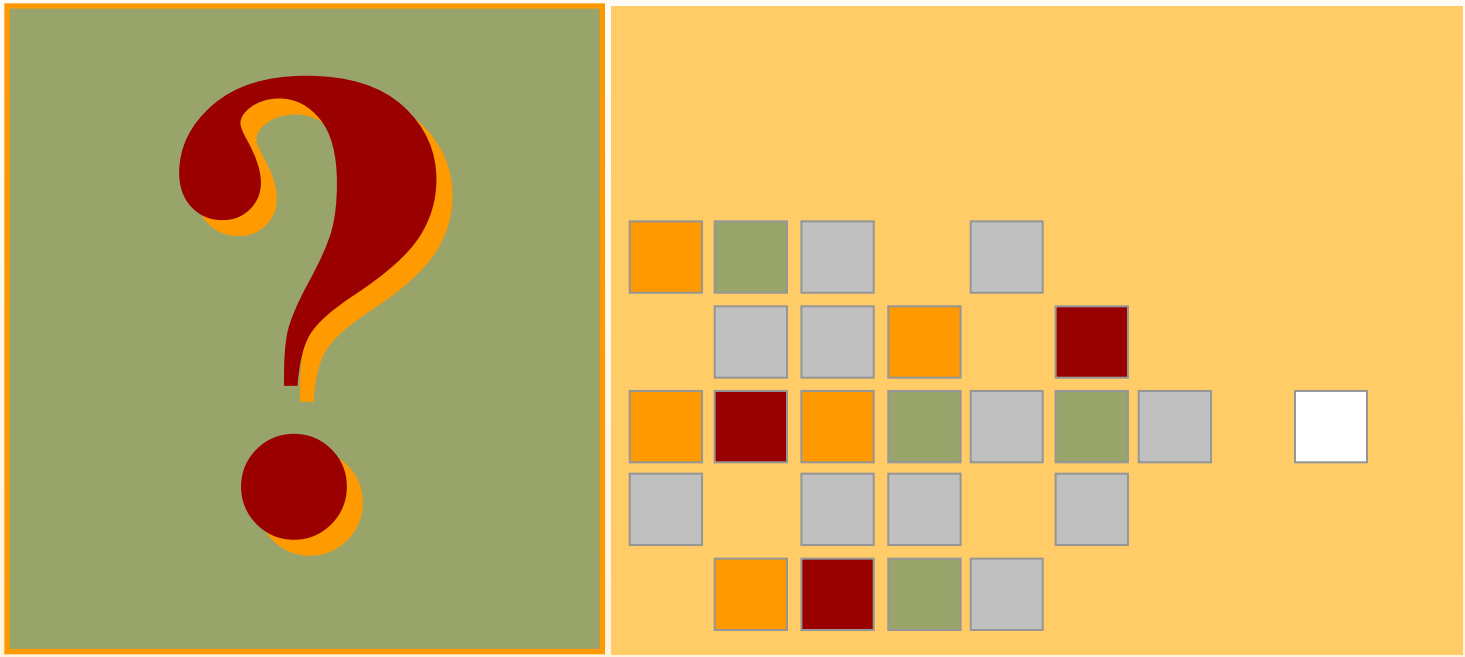
- Contact the Migration Factory
  - US/EMEA 1.866.Migr8te
  - Email: migr8te@us.ibm.com
- Initial Pre-Qualification with Migration Factory Assistance
  - Technical Questionnaire provided by Migration Factory
  - Define Timeframe for a response
  - Customer meeting with Migration Factory personnel
  - Lyman Lundquist: llundqui@us.ibm.com
  - Ann Ruehman: aruehman@us.ibm.com
- Assess, Size, Cost the effort
- Migrate, Test, Deploy, Accept

- A proven, repeatable, definable process -

Remember your three messages….in competitive win backs migrations are not optional…they are a given



Questions



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Revised May 6, 2004

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TPC	http://www.tpc.org	Linpack	http://www.netlib.no/netlib/benchmark/performance.ps
Pro/E	http://www.proe.com	SPEC	http://www.spec.org
GPC	http://www.spec.org/gpc	NotesBench Mail	http://www.notesbench.org
VolanoMark	http://www.volano.com	STREAM	http://www.cs.virginia.edu/stream/

Unless otherwise indicated for a system, the performance benchmarks were conducted using AIX V4.3 or AIX 5L. IBM C Set++ for AIX and IBM XL FORTRAN for AIX with optimization were the compilers used in the benchmark tests. The preprocessors used in some benchmark tests include KAP 3.2 for FORTRAN and KAP/C 1.4.2 from Kuck & Associates and VAST-2 v4.01X8 from Pacific-Sierra Research. The preprocessors were purchased separately from these vendors. Other software packages like IBM ESSL for AIX and MASS for AIX were also used in some benchmarks.

The following SPEC and Linpack benchmarks reflect microprocessor, memory architecture, and compiler performance of the tested system (XX is either 95 or 2000):

- SPECintXX - SPEC component-level benchmark that measures integer performance. Result is the geometric mean of eight tests comprising the CINTXX benchmark suite. All of these are written in the C language. SPECint_baseXX is the result of the same tests as CINTXX with a maximum of four compiler flags that must be used in all eight tests.
- SPECint_rateXX - Geometric average of the eight SPEC rates from the SPEC integer tests (CINTXX). SPECint_base_rateXX is the result of the same tests as CINTXX with a maximum of four compiler flags that must be used in all eight tests.
- SPECfpXX - SPEC component-level benchmark that measures floating-point performance. Result is the geometric mean of ten tests, all written in FORTRAN, included in the CFPXX benchmark suite. SPECfp_baseXX is the result of the same tests as CFPXX with a maximum of four compiler flags that must be used in all ten tests.
- SPECfp_rateXX - Geometric average of the ten SPEC rates from SPEC floating-point tests (CFPXX). SPECfp_base_rateXX is the result of the same tests as CFPXX with a maximum of four compiler flags that must be used in all ten tests.
- SPECweb96 - Maximum number of Hypertext Transfer Protocol (HTTP) operations per second achieved on the SPECweb96 benchmark without significant degradation of response time. The Web server software is ZEUS v.1.1 from Zeus Technology Ltd.
- SPECweb99 - Number of conforming, simultaneous connections the Web server can support using a predefined workload. The SPECweb99 test harness emulates clients sending the HTTP requests in the workload over slow Internet connections to the Web server. The Web server software is Zeus from Zeus Technology Ltd.
- SPECweb99_SSL - Number of conforming, simultaneous SSL encryption/decryption connections the Web server can support using a predefined workload. The Web server software is Zeus from Zeus Technology Ltd.
- SPEC OMP2001 - Measures performance based on OpenMP applications.
- SPECsfs97_R1 - Measures speed and request-handling capabilities of NFS (network file server) computers.

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Notes on Benchmarks and Values (Cont.)

- SPECjAppServer200X (where X is 1 or 2) - Measures the performance of Java Enterprise Application Servers using a subset of J2EE APIs in a complete end-to-end Web application.

The Linpack benchmark measures floating-point performance of a system.

- Linpack DP (Double Precision) - n=100 is the array size. The results are measured in megaflops (MFLOPS).
- Linpack SP (Single Precision) - n=100 is the array size. The results are measured in MFLOPS.
- Linpack TPP (Toward Peak Performance) - n=1,000 is the array size. The results are measured in MFLOPS.
- Linpack HPC (Highly Parallel Computing) - solves the largest system of linear equations possible. The results are measured in GFLOPS.

STREAM is a simple synthetic benchmark program that measures sustainable memory bandwidth (in MB/s) and the corresponding computation rate for simple vector kernels. Both standard and tuned results may be reported. http://www.cc.virginia.edu/stream/

VolanoMark is a 100% pure Java server benchmark that creates long-lasting network client connections in groups of 20 and measures how long it takes for the clients to take turns broadcasting their messages to the group. The benchmark reports a score as the average number of messages transferred by the server per second.

- The following Transaction Processing Performance Council (TPC) benchmarks reflect the performance of the microprocessor, memory subsystem, disk subsystem, and some portions of the network:
  - tpmC - TPC Benchmark C throughput measured as the average number of transactions processed per minute during a valid TPC-C configuration run of at least twenty minutes.
  - $/tpmC - TPC Benchmark C price/performance ratio reflects the estimated five year total cost of ownership for system hardware, software, and maintenance and is determined by dividing such estimated total cost by the tpmC for the system.
  - QppH is the power metric of TPC-H and is based on a geometric mean of the 17 TPC-H queries, the insert test, and the delete test. It measures the ability of the system to give a single user the best possible response time by harnessing all available resources. QppH is scaled based on database size from 30GB to 10TB.
  - QthH is the throughput metric of TPC-H and is a classical throughput measurement characterizing the ability of the system to support a multiuser workload in a balanced way. A number of query users is chosen, each of which must execute the full set of 17 queries in a different order. In the background, there is an update stream running a series of insert/delete operations. QthH is scaled based on the database size from 30GB to 10TB.
  - $/QphH is the price/performance metric for the TPC-H benchmark where QphH is the geometric mean of QppH and QthH. The price is the five-year cost of ownership for the tested configuration and includes maintenance and software support.

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Notes on Benchmarks and Values (Cont.)

The following graphics benchmarks reflect the performance of the microprocessor, memory subsystem, and graphics adapter:

- SPECxpc results - Xmark93 is the weighted geometric mean of 447 tests executed in the x11perf suite and is an indicator of 2D graphics performance in an X environment. Larger values indicate better performance.
- SPECplb results (graPHIGS) - PLBwire93 and PLBsurf93 are geometric means of literal and optimized Picture Level Benchmark (PLB) tests for 3D wireframe and 3D surface tests, respectively. Larger values indicate better performance.
- SPECopc results - Viewperf 7 (3dsmax-01, DRV-08, DX-07, Light-05, ProE-01, UGS-01) and Viewperf 6.1.2 (AWadvs-04, DRV-07, DX-06, Light-04, medMCAD-01, ProCDRS-03) are weighted geometric means of individual viewset metrics. Larger values indicate better performance.

The following graphics benchmarks reflect the performance of the microprocessor, memory subsystem, graphics adapter and disk subsystem.

- SPECapc Pro/Engineer 2000i2 results - PROE2000I2_2000370 was developed by the SPECapc committee to measure UNIX and Windows workstations in a comparable real-world environment. Larger numbers indicate better performance.

The NotesBench Mail workload simulates users reading and sending mail. A simulated user will execute a prescribed set of functions 4 times per hour and will generate mail traffic about every 90 minutes. Performance metrics are:

- NotesMark - transactions/minute (TPM).
- NotesBench users - number of client (user) sessions being simulated by the NotesBench workload.
- $/NotesMark - ratio of total system cost divided by the NotesMark (TPM) achieved on the Mail workload.
- $/User - ratio of total system cost divided by the number of client sessions successfully simulated for the NotesBench Mail workload measured. Total system cost is the price of the server under test to the client, including hardware, operating system, and Domino Server licenses.

Application Benchmarks

- SAP - Benchmark overview information: http:// www.sap-ag.de/solutions/technology/bench.htm; Benchmark White Paper September, 2000; http://www.sap-ag.de/solutions/technology/pdf/50020428.pdf.
- PeopleSoft - To get information on PeopleSoft benchmarks, contact PeopleSoft directly or the PeopleSoft/IBM International Competency Center in San Mateo, CA.
- Oracle Applications - Benchmark overview information: http://www.oracle.com/apps_benchmark/
- Baan - The Baan benchmark demonstrates the scalability of Baan ERP solutions. The test results provide the number of Baan Reference Users (BRUs) that can be supported on a specific system. BRU is a single on-line user or a batch unit workload. These metrics are consistent with those used internally by both IBM and Baan to size systems. To get more information on Baan benchmarks, go to http://www.ssaglobal.com.
- J.D. Edwards Applications - Product overview information at http://www.jdedwards.com.

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